2: Hockings E-4,5 (1962-1977) 1980
AW50 Badaga AW50

attitudes sufficiently to become Christians now prompt people to alter other orientations not allied to religious values but rather to a secular government and its new ranking of employment and educational priorities. Such a change in orientation holds out the chance of upward mobility, but in that process conversion to Christianity has become an anachronistic mechanism.

NEW PATTERNS OF COMMUNICATION

The idea of communication embraces the physical facilities of road and rail transport, postal and telegraph services, as well as the mass media of radio, film and newspaper, and the channels for communication between individuals within a local setting. We shall review briefly how these have changed in recent decades.

Transportation

Steady improvements in transport have helped the production and sale of cash crops. In the last century all goods had to be carried up or down the Nilgiri escarpment by coolies, on horseback or in bullock carts.[10] Faced with such restrictions Badagas were unable to export produce to other parts of India (Grigg, 1880, 480). Then in 1899 a railway was completed from Coimbatore to Coonoor (a remarkable engineering achievement), and by 1908 it reached to Ootacamund. Its construction involved Badaga contractors and labourers, giving some their first experience of earning regular wages. When the 1914–1918 War began there was thus a quick means of exporting vegetables to all parts of India and even beyond.

During the years between the two wars trucks became common in the district, and roads were improved to accommodate them. A few Badagas who became middlemen bought lorries to improve their business. At the same time a bus service began, and in the years since World War II the network of bus routes has become so complex that there is now scarcely any Badaga village more than five kilometres from a bus route leading to a town. Seventy routes are travelled within the district, some by several competing companies.[11]

The Impact of Towns

The availability of such a profusion of buses has helped the

2: Hockings E-4,5 (1962-1977) 1980
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Badagas in more matters than marketing. They are now able to go to town frequently—typically once a week—and their children can attend high school or even college without losing much contact with the home. (Ootacamund has two colleges and Coonoor another, all three affiliated with Madras University.) Literacy and newspapers in Tamil have spread, too, in part because of the easy transportation system. The literacy rate is now seemingly higher in the rural Nilgiri Plateau than in Madras City: in 1963, 78% of adult Badaga males and 52% of females were literate, while in 1961 70% of Madras City males and 48% of females were literate.[12] Even old Badagas are often quite familiar with daily news stories, weather forecasts and even some political predictions (cf. Hockings, 1965 a, *passim*).

The cheap railway and bus services have made visits to the great pilgrimage centres of South India possible for thousands: the famous temples at Cape Comorin, Madurai, Palni, Tirupati and Tanjore now receive Badagas almost daily. Nor must we overlook the business trip: increasingly farmers as well as traders find it worth visiting cities when they have a harvest to sell or bulk supplies to purchase.

The modern cities and great pilgrimage centres can have two different types of psychological effect: a city shows the Badaga visitor profusions of consumer goods, among them new household devices, radios, watches, bicycles and cameras, as well as interesting foods, cloths and ornaments; the pilgrimage centre, on the other hand, stresses ties with the mythical past of South India, with the gods represented in the temples, with priestly authority and with the grand history of the temples themselves. It is an important distinction: the man who goes to a distant temple may come home with his attention focussed on the past and on separation of the self from worldly matters, whereas the man coming from a business trip may be full of a desire to buy some implement he has seen or try out a new skill or save money so that his son may attend college in the city.[13] This distinction between the conservative and the modernizing effects of travel is to some extent paralleled in the choice between mythical and modern film themes or between religious and secular magazines. Not all contact with the cities necessarily introduces people to modern ways of life; not all who patronize radio, films or periodicals are drinking at a source of non-traditional knowledge, for though the media may be modern the villager discriminates in what he derives from them.